

Culver City Olympics 2028 Kick Off – Key Takeaways

July 22, 2023

Arts and Culture

- One or combination of several festivals – Arts Festival, Film Festival
- Art Installations
- Tours (mentioned in Tourism) – Studio tours, arts/ culture walking tours, cultural corridor.
- Other considerations
 - Elevate parts of city that need highlighting.
 - Partner with County, Paralympics, LA28, CalArts (interactive outdoor installations), Culver City High, AVPA, West LA College

Tourism

- Develop Tourism/ Visitor Bureau - unified tourism/ marketing brand – Experience, Discover, Visit Culver City
- Events, such as dedicated CC showing of opening ceremony in a local park for tourists/ community, activities that bring community together, celebration of sister city countries
- Highlight History Arts Culture - Competition to create 7 second shots with cash prizes for local content creators to highlight the City; highlight history, entertainment, creative/arts culture.
- Olympic practices in West LA/ High School

Policy

Transportation/ Traffic

- Evaluate bike/ scooter regulations.
- Lift red light cameras for Olympics

Housing

- Study short term rentals during Olympics or permanently
- Convert empty office building to housing – either temp, hostel-type housing or permanent
- Create local platform for short term rental listing or cheaper housing options

Other Policies

- Allow temp, pop-up businesses (restaurants, lemonade stands, tshirt shops)
- Enforce price gauging laws
- Put additional revenues into charitable fund (similar to LA84)

Infrastructure & Improvements

Infrastructure

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| <ul style="list-style-type: none">• Public Toilets• Public charging station• Information kiosks – in person and digital• Field/pool improvements, add recreation pool for community | <ul style="list-style-type: none">• Increase shade and water• Broadband and expand wifi• Add more wayfinding signage• Increase trash/ recycling services• Provide cooling stations• Additional trees for shade |
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Mobility

- Improve connection along Washington Blvd from Metro station and downtown
- Activate Ballona with rest stops, solar lighting, maps connecting major features
- Creating additional transportation capacity
 - Reduce bus headways, micro transit/circulator to locations around city/ hotels, particularly Sepulveda/ Jefferson hotels, express bus to UCLA or other destinations, short term transit, additional bike racks.

Services

- Kiosks/ Welcome Center – translator concierge/ info hub, ambassador/ greeters volunteers
- Coordination with other entities – sister city, historical society, la28